

School of Marketing & International Business

**MARK 202 BUYER BEHAVIOUR**

Trimester One 2008

**COURSE OUTLINE**

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**Contact Details**

The Course Co-ordinator and Lecturer for MARK 202 is Kate Daellenbach. Other lecturers and guest speakers may also contribute to the course. To discuss your progress and/or address problems, please contact either the lecturer, or your tutor. **Please note office hours!** If you wish to meet outside of scheduled office hours, please make an appointment via e-mail.

Lecturer Contact Details: Kate Daellenbach, RH1117, telephone: 463-6255,  
e-mail: [kate.daellenbach@vuw.ac.nz](mailto:kate.daellenbach@vuw.ac.nz)  
Office Hrs: Mon 1.30 – 2.30pm (or by appointment).

Tutor Contact Details: Contact details for all tutors will be available on blackboard.  
For tutorial allocation enquiries contact [helen.hynes@vuw.ac.nz](mailto:helen.hynes@vuw.ac.nz)

**Class Times and Room Numbers**

Lectures: All MARK 202 lectures will take place in RHLT1. The lecture schedule is as follows:

For the first half of the term (25<sup>th</sup> Feb – 11<sup>th</sup> Apr):

Monday: 8.30 – 9.20am  
Tuesday: 8.30 – 9.20am  
Wednesday: 9.30 – 10.20am

For the second half of the term (28<sup>th</sup> Apr – 30<sup>th</sup> May):

Monday: 11.30 – 1.30pm  
Wednesday: 9.30 – 10.20am

Tutorials: In addition to the lectures, seven one-hour tutorials will be held as noted in the schedule which follows. Times and places for the tutorials will be posted on blackboard, and will be noted in class. Sign-up for tutorials will occur via S-cubed, instructions for which will be provided in class and on the blackboard site.

Note: The final examination for MARK 202 will occur in the examination period: Jun 2<sup>nd</sup> – 25<sup>th</sup>, 2008

**Course Objectives**

By the end of this course, students should have a good working knowledge of the basics of buyer behaviour in both consumer and organisational settings. Students should be able to analyse buyer behaviour situations and apply their knowledge to situations in their own and others' purchasing

decisions. Students will also develop an understanding of the use and application of research strategies and tools that contribute to the development of buyer behaviour knowledge.

The assessment in this course consists of two assignments, tutorial participation and a final examination. Each of these elements seeks to test the students' knowledge as well as provide an outlet to practise and display their critical and creative thinking related to the subject. Assignment One will focus upon the decision-making processes. Assignment Two will expand upon this and look more specifically at internal and external influences. The final examination will test the students' depth of understanding of the field of buyer behaviour. Tutorial participation allows for students to engage in case discussions surrounding specific issues and concepts covered in this course.

## Course Content

<b>Lectures and Tutorials</b>	<b>Topic</b>	<b>Readings</b>
<b>Week 01</b> Feb 25, 26, 27	Course Introduction Consumer Behaviour Introduced Segmentation	Chap 1 Chap 2
<b>Week 02</b> Mar 3, 4, 5	Segmentation continued Consumer Decision-Making: Problem recognition, search and evaluation	Chap 2 Chap 14
<b>Week 03</b> Mar 10, 11, 12	Consumer Decision-Making: post-purchase cognitive dissonance	Chap 14
Mar 12 - 14	<u>TUTORIAL #1</u> <i>Carriage Trade Medicine (handout) &amp; Assignment #1 discussion</i>	Handout
<b>Week 04</b> Mar 17, 18, 19	Internal Influences: Needs & Motivation Internal Influences: Personality <b>* No tutorials this week</b>	Chap 3 Chap 4
<b>Week 05</b> Mar 26	Internal Influences: Perception & Positioning <b>* No lectures March 24<sup>th</sup> or 25<sup>th</sup></b>	Chap 5
Mar 26 - 28	<u>TUTORIAL #2</u> <i>Case 4.3 Dove's self-esteem campaign</i>	Text pp 574 - 577
<b><i>Assignment #1 due Monday, March 31<sup>st</sup>, 12noon to the MARK 202 box on the Mezzanine floor, Rutherford House.</i></b>		
<b>Week 06</b> Mar 31, Apr 1, 2	Internal Influences: Learning Internal Influences: Attitudes	Chap 6 Chap 7

Apr 2 - 4	<u>TUTORIAL #3</u> <i>Case 7.1 Cool Communities Program</i>	Text, pp 588 - 590
<b>Week 07</b> Apr 7, 8, 9	Internal Influences: Attitudes (continued) External Influences: Media & Social Influences <i>* No tutorials this week</i>	Chap 7 Chap 8
<i>April 14<sup>th</sup> – 27th: Mid-semester break</i>		
<b>Week 08</b> Apr 28, 30	External Influences: The Family External Influences: Social Class	Chap 9 Chap 10
Apr 30 - May 2	<u>TUTORIAL #4</u> <i>Case 8.1 Laid-back surfwear gets a dressing down</i>	Text pp 590 - 591
<b>Week 09</b> May 5, 7	External Influences: Culture, Subculture and Cross-cultural Buyer Behaviour	Chap 11, 12, 13
May 7 – 9	<u>TUTORIAL #5</u> <i>Generation Y (handout)</i>	Handout
<b>Week 10</b> May 12, 14	Opinion Leadership & Diffusion of Innovations	Chap 15
May 14-16	<u>TUTORIAL #6</u> <i>Case 15.1 The horseless carriage: From the oruktor amphibolos to the flying car</i>	Text, pp 621 - 623
<i><b>Assignment #2 due Monday, 19<sup>th</sup> May, 12 noon</b></i> <i>to the MARK 202 box on the Mezzanine floor, Rutherford House</i>		
<b>Week 11</b> May 19, 21	Organisational Buying Behaviour Ethics & Consumer Protection	Handout Chap 16
May 21-23	<u>TUTORIAL #7</u> <i>Case 16.1: The blood donation process</i>	Text, pp 624 - 629
<b>Week 12</b> May 26, 28	Consumer Decision-Making revisited Course wrap-up and review <i>* No tutorials this week</i>	Chap 14

**Note: There may be a need to revise some of these dates, depending on availability of guest speakers. Changes will be notified in class and/or on the blackboard site.**

### **Expected Workload**

MARK 202 is a 22-point course. In keeping with this, the workload expectations for this course amount to approximately 14 hours of study per week, over the 14 week period, in addition to lectures

and tutorials. This time includes time reading, preparing for tutorials, completing assignments and thinking about the course material. To get the most out of the course, come **prepared** for all course lectures and tutorials. This will enable you to achieve the objectives for the course on an individual level and also help promote an effective learning environment for the course group as a whole.

### **Group Work**

There is no formal component of group work involved in this course. However, learning to work effectively in a group is an important element of a university education, and students will be encouraged to work in groups during lectures and tutorials.

### **Readings**

The prescribed text for the course is a new text for this year, and may be purchased from the Victoria Book Store:

Title: Consumer Behaviour: 4<sup>th</sup> edition (2008)  
Authors: Leon Schiffman, David Bednall, Aron O’Cass, Angela Paladino,  
Steven Ward, Leslie Kanuk  
Publishers: Pearson Prentice Hall

Additional readings indicated in the course outline will be handed out in the class or in tutorials. Additional short readings and videos are often utilised to supplement the text. In this instance, readings will be handed out in the class in which they are used.

Writing Guidelines to be used for assignments will be handed out to the class and will be available on the blackboard site. Please familiarise yourself with these.

### **Materials and Equipment**

No additional materials or equipment are necessary for this class or the final examination. If English is a second language for you, you may make use of an appropriate dictionary in the final examination.

### **Assessment Requirements**

The final grade will be determined 60% on internal assessment and 40% on the final examination. The four items of assessment are listed below. Further details on the assignments will be handed out to the class and posted on the blackboard site.

**1 Assignment 1: worth 20%**

Hard copy due: 12 noon, Monday, 31<sup>st</sup> March  
Electronic copy due by the following Wednesday, 5pm\*

**2 Assignment 2: worth 30%**

Hard copy due: 12noon, Monday, 19<sup>th</sup> May  
Electronic copy due by the following Wednesday, 5pm\*

**3 Tutorial participation: worth 10%**

The student’s contribution and participation to all tutorials will be evaluated and recorded at the end of each tutorial by tutors. An overall tutorial mark will be awarded at the completion of the semester. The evaluation will be based on quality (not quantity) of contribution to discussion, and demonstrated ability to link the case and discussion to consumer behaviour concepts.

#### 4 **Final examination: worth 40%**

Date: TBA (The final examination/study period runs from 2<sup>nd</sup> – 25<sup>th</sup> June, 2008)

This exam will be closed book and three hours in duration.

Assignments will typically be handed back during tutorial times. If you miss this opportunity, please check the blackboard site for further instructions.

Late assignments must be date stamped and signed-in by the 11<sup>th</sup> floor reception. Do NOT slide them under doors or put them into the box after the due date.

*\* All assignments must be handed in as a hard copy as well as an electronic file, by the noted date/time (see Assignment sheets). Assignments are checked for plagiarism through the use of Turnitin (please see notes at the end of this outline). More details on the procedure will follow with assignments.*

#### **Penalties**

If assignments are submitted late, you will lose 10% per day for each day late unless written permission for an extension has been obtained in advance from the Course Co-ordinator. In other words, if you score 75% on an assignment, but it is 2 days late, you would lose 20% of 75%, and your final score would be 60%. Penalties for exceeding the word limit will be noted in the detailed explanation for each assignment.

#### **Mandatory Course Requirements**

In order to meet the mandatory course requirements in MARK 202, you must:

- Attend at least six of the seven tutorials,
- Submit both assignments, as outlined in the assessment section,
- Score over 40% in the final examination and
- Achieve 50% of total marks overall.

#### **Communication of Additional Information**

Course information and lecture notes will be posted on the Blackboard website –

<http://blackboard.vuw.ac.nz>. This site will contain regular announcements, assignment information, external links, lecture notes and other resources. Lecture notes available will provide a **framework only** of the main points presented in the lectures. Additional Information and/or announcements which may need to be made from time to time will be posted on the MARK 202 blackboard site, and made in class when possible.

## **Faculty of Commerce and Administration Offices**

### Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

### Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building on the ground floor (EA005). This counter is the first point of contact for :

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

## **Notice of Turnitin Use**

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <<http://www.turnitin.com>>. Turnitin is an on-line plagiarism prevention tool which identifies material that may have been copied from other sources including the Internet, books, journals, periodicals or the work of other students. Turnitin is used to assist academic staff in detecting misreferencing, misquotation, and the inclusion of unattributed material, which may be forms of cheating or plagiarism. *At the discretion of the School, handwritten work may be copy typed by the School and subject to checking by Turnitin.* You are strongly advised to check with your tutor or the course coordinator if you are uncertain about how to use and cite material from other sources. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

## **General University Policies and Statutes**

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to <http://www.victoria.ac.nz/home/about/policy/default.aspx>

For information on the following topics, go to the Faculty's website [www.victoria.ac.nz/fca](http://www.victoria.ac.nz/fca) under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

## **Manaaki Pihipihinga Programme**

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email [manaaki-pihipihinga-programme@vuw.ac.nz](mailto:manaaki-pihipihinga-programme@vuw.ac.nz) or phone (04) 463 6015. To contact the Pacific Support Coordinator, email [pacific-support-coord@vuw.ac.nz](mailto:pacific-support-coord@vuw.ac.nz) or phone (04) 463 5842.